

Fry's has reviewed its sales records pertaining to all sales of the HP printer during the month of April in Fry's Dallas/Fort Worth area stores, and these records show the printer was sold at either Fry's regular price of \$299 or at the sales price of \$199 when the product was on ad. There is no record of a single sale of the HP printer during the month of April 2011 at any other price, including \$224. Moreover, although there is no record of any sales of this printer in Fry's Dallas/Fort Worth area stores during the week of April 1st to April 7th, Fry's records do reflect sales of the HP printer at Fry's regular price of \$299 at two other Fry's stores on April 4th.

This leads us to conclude that if you noticed a price sign in one of Fry's four Dallas/Fort Worth area stores showing the prior sales price of \$224 for the HP printer on April 4th this would have been due to an inadvertent error to update the price. Similarly, if a Fry's associate had told you on April 4th that the regular price of the HP printer was now \$224 then he would have misspoke for the reasons discussed above.

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